

Governor's Council on Small Business

www.governor.state.az.us/sb

Friday, October 3rd, 2008

1:00 p.m.

Executive Tower, 1st Floor Conference Room
1700 W. Washington Street
Phoenix, AZ 85007

Minutes

Call To Order / Welcome

Chair Judy Wood called the meeting to order at 1:00 p.m., initiating roll call and introductions for the participating members.

Roll Call

Members Present: Michael Coles, Michael Fox, Mayor Michael Ong Hing, Marco A. López, Jr., Stephen Macias, Lea Márquez-Peterson, Rosiland Moore, Ray Pugel, Choo Tay, David Robert Williamson, Judy Wood

Members Absent: Pam Del Duca, Julian Claudio Nabozny, Regis C. Sommers, Thomas Kiley

Staff: Executive Director, Vanessa Gonzalez, Sandra Watson

Opening remarks (1:15)

Chair Judy Wood thanked the committee members for their time and participation and moved on to the approval of minutes.

Approval of Minutes

Chair Judy Wood presented the minutes from the November 9, 2007 and February 27, 2008 meetings for approval. Vice Chair Michael Coles motioned to approve minutes. Mayor Michael Ong Hing seconded that motion. Motion adopted.

Commerce Update & Introduction of Marco Lopez, Director, Arizona Department of Commerce

Executive Director Vanessa Gonzalez continued with an overview of Commerce's current status. Ms. Gonzalez provided the following updates:

- Former Director Jan Leshner is now the new Chief of Staff for Governor Napolitano and stepping in her place as Commerce Director is Marco A. López, Jr.
- Commerce's new initiatives will heavily focus on reaching out to more rural Arizona to help increase the economic development of their communities.
- Statewide conference call with local elected officials, economic development experts, and anybody in a position of decision making will be implemented to further rural outreach, gradually spreading the word of what is going on with our budget across the streets.
- Commerce on the Road Program consists of identifying the areas around the state that needs more knowledge about Commerce programs, so that the businesses can take advantage of the incentive programs offered through Commerce.

Minutes Approved
February 6, 2009

- Ambassador Program is leading efforts to retain and/or attract more businesses to the state of Arizona. 100 Ambassadors across the state will be in this program.

Director Marco A. López, Jr. thanked and recognized the Council member's efforts for taking the time in their day to participate in the Governor's Council on Small Business. Director Lopez continued with the following remarks:

- Commerce is strongly focusing on strengthening relationships with small businesses in efforts to help them keep their businesses up and running in these hard economic times.
- Commerce is being proactive about our economic situation. Legislature needs some convincing that Commerce is essential for the sustainability of economic growth in the whole state of Arizona.
- Working on finding new strategies to serve our businesses and communities.

Roles & Responsibilities of Members & Advocate

Vice Chair Michael Coles continued with the roles and responsibilities expected from members and advocate. As members you are expected to reach out to our communities and collect information from the town halls or individuals. The information collected will help us identify the communities' needs, including information primarily on business development and education. The information gathered will be included in the annual report for the Governor so that she will be well of aware of what is going on with small businesses around the communities. Should you have any questions, please direct them to Ms. Gonzalez.

Ms. Gonzalez reiterated that we are not to lobby as a Council. You may do so as a resident but not in the name of the Council. Ms. Gonzalez continued with an overview of the Roles and Responsibility of Members:

- Providing a forum for Arizona's small business community to bring concerns and recommendations to the Governor.
- Convey information and responses from the Governor to the small business community.
- Examine and evaluate the impact of state regulation, legislation, and administrative processes on small business in Arizona.
- Identify and recommend to the Governor opportunities to promote the prosperity of small business.
- The Council may host town hall meetings each year to solicit concerns and recommendations from small business owners at various locations across the state.
- The Council may submit an annual report of its activities to the Governor by December 31st of each year.

Legislative Process 101

Ms. Gonzalez elaborated on how the legislative process works. The following points were discussed:

- Legislative liaison, who and what they do. Each agency has their legislative team or individual that keeps track of the bills dropped daily.
- All agencies present their top areas and the section of law they would like to change.
- Legislative affair reviews the bill and then the response to the request is sent back to the agency.
- Member drops a bill, able to jump an unlimited number of bills.
- To see a listing of bills, visit www.azleg.gov. It will provide the latest updates.
- Final bill listing is provided after a couple of months and then necessary amendments to the bill are done.

- The process flow is as follows: Bill goes to the House of Ordinance, then to committee, the perspective caucuses review the bills, then that bill gets on to the floor one to three times, and then it is sent to the Governor for signage or veto.
- Striker is when a bill written is amended with something totally different.
- Bill need to be on the agenda in order to comment

Ms. Gonzalez is working on the possibility of registering the whole Council at once through the Kiosks to avoid special trips for the Council members. This first requires authorization from all members. After you are registered you can log-in online and submit your comments on bills.

Council break at 2:05 p.m.

Chair Judy Wood reconvened the meeting at 2:10 p.m and Ms. Gonzalez continued the meeting by briefly talking Mariko Silver, new Policy Advisor at the Governor's office who is Darcy Renfro's replacement. Ms. Silver, who worked for Dr. Michael Crow's office at Arizona State University, is very well versed in higher education and economic development. Her knowledge about Commerce is very well rounded and she will be participating in this Council.

Ms. Gonzalez continued talking about the meeting she had with that Ms. Sandra Watson and Ms. Silver. They agreed that they want to know more about what is going on with the state economically and what banks are doing to help out small businesses. The following options were identified:

- Conduct a survey to help see the needs from the community perspective. The survey will be put together with the help of Commerce Deputy Director Kent Ennis and Research Administration, to formulate well-rounded questions and to identify which is the best way to get this out and responses back.
- Roundtables will also be conducted with economic leaders across the state, such as the Small Business Development Centers (SBDC), Chambers, and the members of the Council.

Questionnaire

Chair Judy Wood continued with the questionnaire and talked about the top issues. The top three issues most important to small businesses are as follows:

- Lack of trained employees
- Affordable healthcare
- Access to capital

Mayor Hing briefly pointed out the work done by the Council last year in regards to healthcare and that it continues to be an issue.

Announcements

All Council members need to complete the Ethics Training online as soon as possible. Ms. Gonzalez will send out a date in which the trainings will be free of cost for the Governor's boards and commissioners. If you don't complete the trainings on the given dates, Council members will have to pay out of pocket.

Chair Judy Wood recommended navigating the Commerce site at www.Azcommerce.com to learn about the useful tools that are available for small business owners.

Mr. Coles suggested using the Council contact information included in the packet to establish a network within the Council members.

Chair Judy Wood reiterated the importance to reach out to the community, to get them engage in the process, and to find out what is going on the community.

Open meeting law applies to electronic emails as well. Do not "reply all" to emails sent out by Ms. Gonzalez to avoid any violation to this law.

Commerce action items

1. Cheat sheet for commerce programs
2. Talking points to reach out to the communities
3. Send updates on the survey after the conversation with the Governor's office
4. Inform members when Commerce receives the marching order

Next meeting will be in January, date and time to be announced.

Call to the Public

Ms. Marisela Solis, Hispanic Chamber of Commerce, mentioned that this meeting is very helpful coming from a chamber's perspective.

Adjournment

Chair Judy Wood adjourned the meeting at 2:39 p.m.